

[19] State Intellectual Property Office, People's Republic of China

[51] Int.Cl.⁷

B65H 37/00

[12] Utility Model Specifications

[21] ZL patent number 00233274.4

[45] Disclosure date August 15, 2001

[11] Disclosure number CN 2442969Y

[22] Application date May 23, 2000

[24] Certification date May 16, 2001

[73] Patent rightsholder Four Pillars Enterprise Company, Limited

Address Number 12, Lane 61, Kuangfu Road
Section 1, Sanchung City, Taipei County, Taiwan
Province

[72] Designers Zhengkang GAO [Cheng-Kang
KAO], Kehong XU [Ko-Hong HSU], Wenxian
ZHANG [Wen-Hsien CHANG]

[21] Application number
00233274.4

[74] Patent agency Beijing
Sanxing Trademark and Patent
Affairs Office
Agent Jiyang LIU

1 page of patent claims

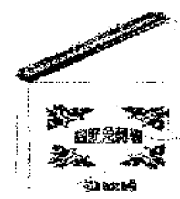
4 pages of specifications

5 pages of attached figures

[54] Utility model title Magic adhesive tape

[57] Abstract

Disclosed is a magic adhesive tape which employs a transparent or translucent fixed-width, thin film base material adhered to the backsheet, obtained by rewinding an adhesive, wherein, upon unwinding, a descriptive printed or adhered greeting related to a main theme appears at each suitable interval along the length of the base material, said themed greeting is in the form of patterns, text or a rich blend of text and patterns in sections. With successive tearing off of adhesive tape, the message gradually appears, or the theme is revealed one by one so as to meet user expectations and bring pleasantly surprising and interesting results, thereby expanding the range of use for said adhesive tape.



[text:] Brain teaser

ISSN1008-4274

Published by the Intellectual Property Rights Publishing Company

Claims

1. A magic adhesive tape, comprising an adhesive layer with a fixed-width thin film base material and a coating layer on the backsheet, characterized in that at suitable intervals along the length of said thin film base material is printed a themed greeting and continuous pattern in a roll to be unwound for adhesive tape purposes.
2. A magic adhesive tape according to Claim 1, characterized in that the themed greeting is printed on the base material topsheet, backsheet or intermediate layers.
3. A magic adhesive tape according to Claim 1, characterized in that the themed greeting patterns are printed on the backsheet of the thin film base material further coated with an adhesive layer.
4. A magic adhesive tape according to Claim 1, characterized in that the thin film base material is transparent or translucent and is covered with a masking material at determined position.
5. A magic adhesive tape according to Claim 1, characterized in that the thin film base material has a tearable material.
6. A magic adhesive tape according to Claim 1, characterized in that the adhesive tape rolled shape is a flat shape, a cylindrical shape or other non-circular shape as desired.

Specifications Magic adhesive tape

The present utility model relates to a magic adhesive tape, and particularly concerns a novel adhesive tape; it involves a method for showing patterns to express a themed greeting, depending on when it is used, while the adhesive tape is torn away, the greeting or message gradually appears or the theme is made known in successive parts, so as to increase interest in use and expand the range of use of adhesive tape.

In daily life, use of adhesive tape is widespread and adhesive tape has become an indispensable product. Adhesive function, the sole purpose of traditional adhesive tape, is an unalterable part of its nature and cannot be removed from the equation.

In today's rapidly developing society, life becomes more and more distant, people's moods become more anxious, interpersonal interactions are increasingly estranged and detached, smiles have faded and a sense of humor has gradually disappeared. For this reason, if it is possible to rely on a small item in daily life to touch other people and add interest and interactivity to their lives, then this is a good prescription for alleviating the stress of daily life and settling one's nerves. For example, when it is your birthday and the adhesive tape sealing the card's envelope has a sweet greeting printed on it, you feel touched; or if as a child grows and parents have a heartfelt desire to impart words of wisdom, the frequent use and contact with the inscriptions on the adhesive tape can serve to pursue this goal in a determined way and aid intelligence over time. So the combination of the traditional function of adhesive tape and the capacity to attract attention expands the range of use for adhesive tape; and this is the objective the designers have achieved.

The chief objective of the present utility model is to provide a magic adhesive tape. In use, the torn-off tape can be used in succession to gradually reveal the main greeting or disclose a theme, thereby meeting user expectations and creating an interesting surprise.

In order to realize the above-mentioned objective, the magic adhesive tape of the present utility model, which comprises a fixed-width thin film base material and coating at the backsheet of the adhesive layer, shows a printed themed message or greeting and continuous pattern at suitable intervals along said thin film base material wound and unwound to serve as adhesive tape. The themed greeting or message is printed on the topsheet, backsheet or intermediate layers of the base material. The continuous pattern and text of the themed greeting are printed at the backsheet of the thin film base material and then coated with an adhesive layer. The thin film base material is transparent or translucent, and it is covered by a masking material at a determined location. The thin film base material has a tearable material. The adhesive tape rolled shape is flat, cylindrical or other non-circular shapes as desired.

The themes of the present utility model may generally be classified as for example, but not limited to children's stories, famous sayings, brain teasers and riddles, fun games, cartoons and caricatures, prayers, pearls of wisdom, expressions of joy, witticisms, and celestial and astrological movements. Based on the category, the various themes can be developed as patterns, text, a combination of patterns and text, a message introduced in parts so that, when the user does not know the answer, it is expected that the answer will be consistent with the pattern and produce an interesting surprise.

To better understand the described objectives, features and functions of the present utility model patent, the following figures and embodiments of the present invention are attached.

Figure 1 is a three-dimensional figure embodying the present utility model for magic adhesive tape showing a theme.

Figure 2 is an alternate three-dimensional figure embodying the present utility model for magic adhesive tape showing a theme.

Figure 3 is an expanded figure embodying the present utility model, wherein the print shown has a themed design.

Figure 4 is an alternate expanded figure embodying the present utility model, wherein the print shown has a themed design.

Figure 5 is an alternate expanded figure embodying the present utility model, wherein the print shown has a themed design.

Figure 6 is a further expanded figure embodying the present utility model, wherein the print shown has a themed design.

Figure 7 is a sectional-view figure of the location at which the present utility model is covered with masking tape.

Reference is made to Figures 1 to 7. At 1 and 1' the present utility model for magic adhesive tape is the same as traditional adhesive tape. A fixed-width transparent or translucent base material thin film, the backsheet thereof being covered with adhesive to cause it to roll up, serves as adhesive tape. The present utility model is remarkable in that, as it unwinds at each suitable interval along the base material, there is a printed theme containing message or greeting 10 and 10', the method for showing patterns of said themed message 10 and 10' can involve patterns, text, patterns and text in combination, or a message gradually introduced in parts; when the user uses it and successive tape is torn off, the message is gradually introduced, different faces are revealed or the answer to the riddle is gradually revealed.

The present utility model can be generally classified as and developed into materials with different themes as shown in 10 and 10': children's stories, famous sayings, brain teasers and riddles, fun games, cartoons and caricatures, prayers, pearls of wisdom, expressions of joy, witticisms and celestial and astrological movements.

For example, a cartoon or caricature design can be coordinated with a children's story in a section by section style; a famous saying can be matched with artistic calligraphy along the right side for visual appeal; brain teasers and riddles, as illustrated in Figure 7, can contain the answer to a riddle, answer keys for exercises or the prizewinning number 11, printed at 1 and 1' unwinding positions on the adhesive tape, and the top of the corresponding position is covered with masking material 12, or appears as an out-of-focus mosaic to prevent pecking at the answer in advance; fun games, for example, a maze can be coordinated in a winding path design that turns just at the peak where the path returns in an alternately clear and obscured arrangement that is fun for all ages; cartoons and caricatures can be coordinated in designs with cartoon characters, creating an interesting effect; striking patterns can be compiled with artistic calligraphy passages to celebrate the passage of a birthday, joyful occasion or holiday, prayers, pearls of wisdom, expressions of joy, exaggerated figures can be inserted into a joke; a striking design combining artistic calligraphy with witticisms; celestial movements and lucky signs may be combined with different astrological figures in a picture and text style.

According to the present utility model, at 1 and 1' the adhesive tape rolled finished product can be manufactured in a flat form to be conveniently carried in the pocket, or in cylindrical and other non-circular shapes as desired, and the theme marked on the outside (as shown in Figure 1 and Figure 2) makes it easy for the user to choose. In addition, the themed message can be printed on the topsheet, backsheet or intermediate layers of the adhesive tape; for example, adhesive tape sealed on the backsheet with adhesive tape base material of transparent, translucent or light-filtering film is again stuck to the base material of the adhesive tape.

The above-mentioned preferred embodiments are merely illustrative and do not limit the scope of the utility model; it will be appreciated that changes and modifications within the range of application of the present utility model will be possible without departing from the scope of the present utility model.

In summary, the magic adhesive tape of the present utility model not only possesses the original function of adhesive tape it both meets user expectations and provides a pleasant surprise; furthermore it expands the application range of adhesive tape and elucidates the novelty and utility of the invention.

Figures attached to the specifications

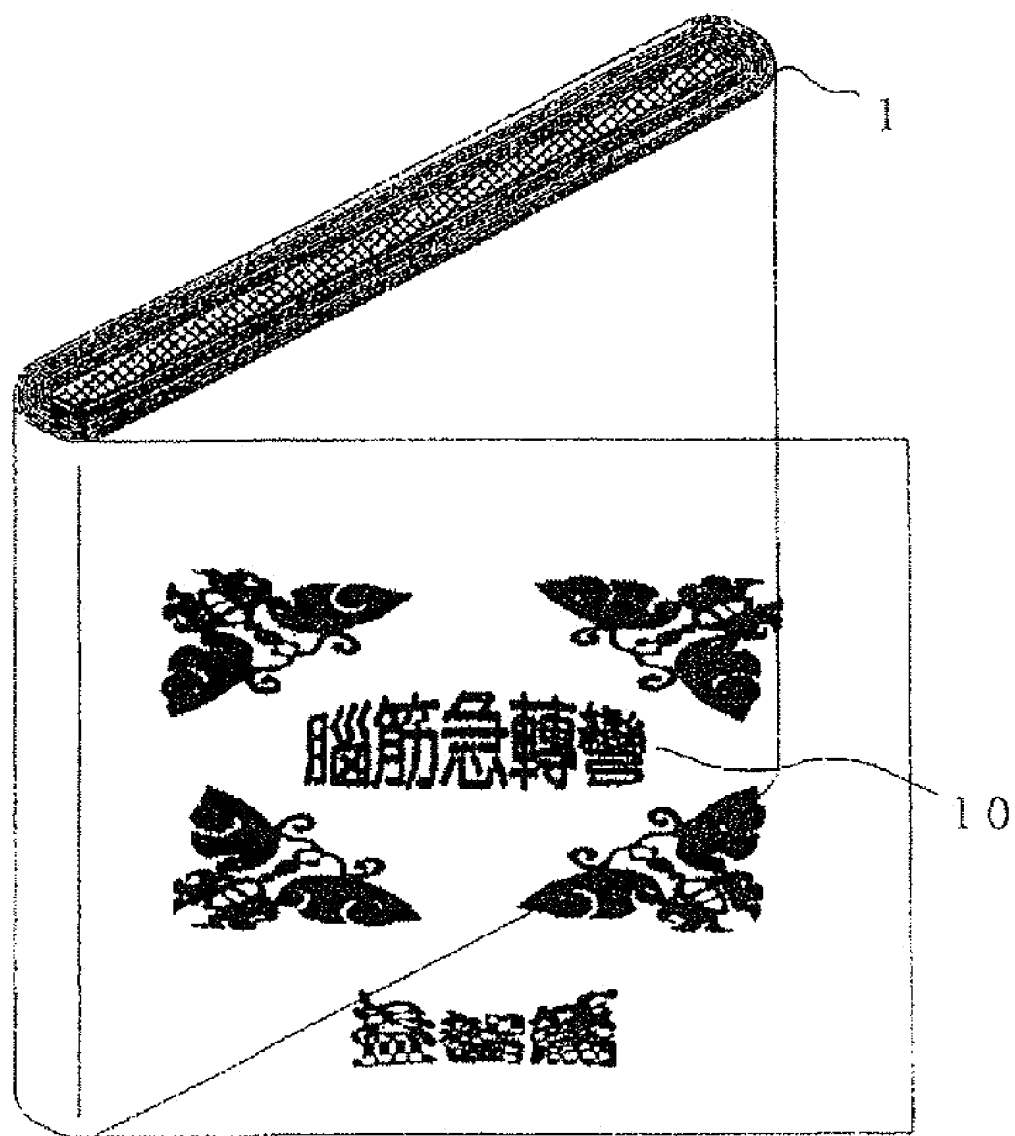


Figure 1. [text:] Brain teaser
[illegible]

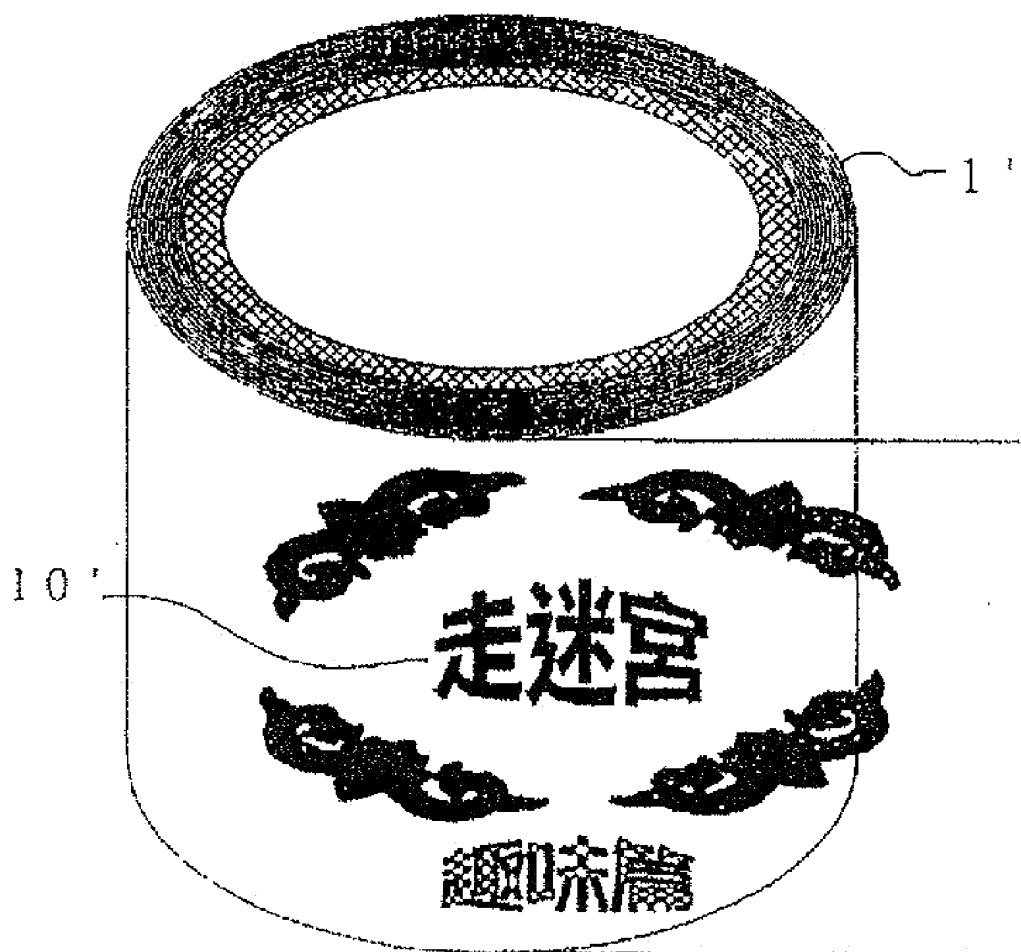


Figure 2.
[text:] Maze
Interesting stories

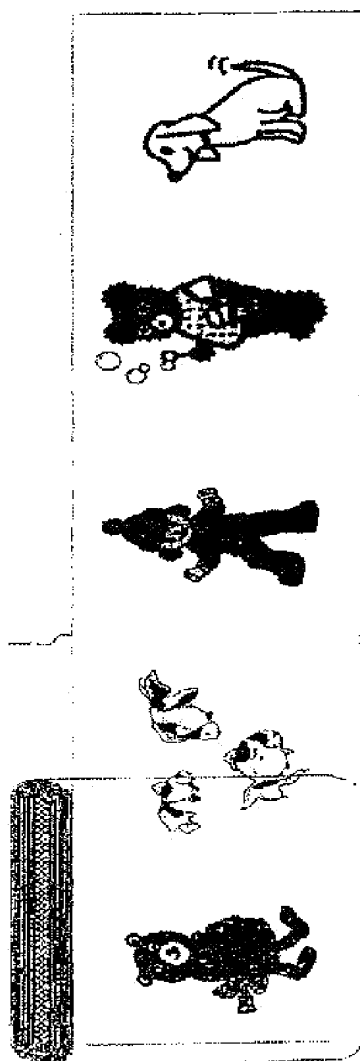


Figure 3.

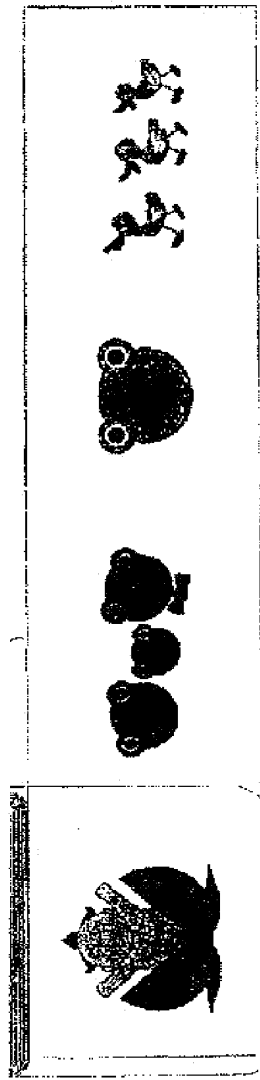


Figure 4.

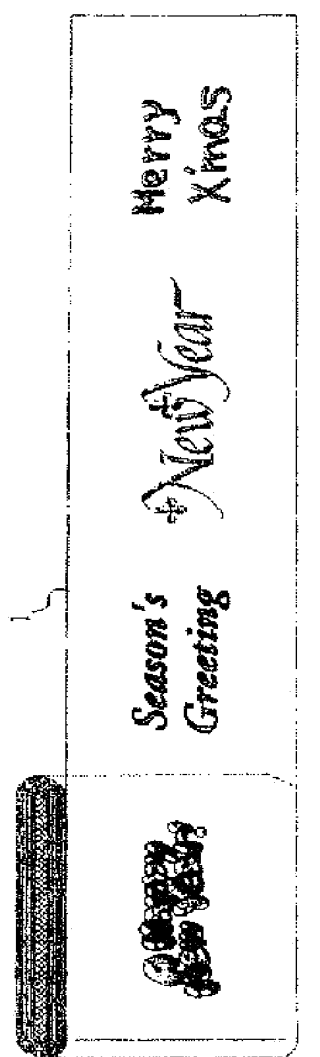


Figure 5.

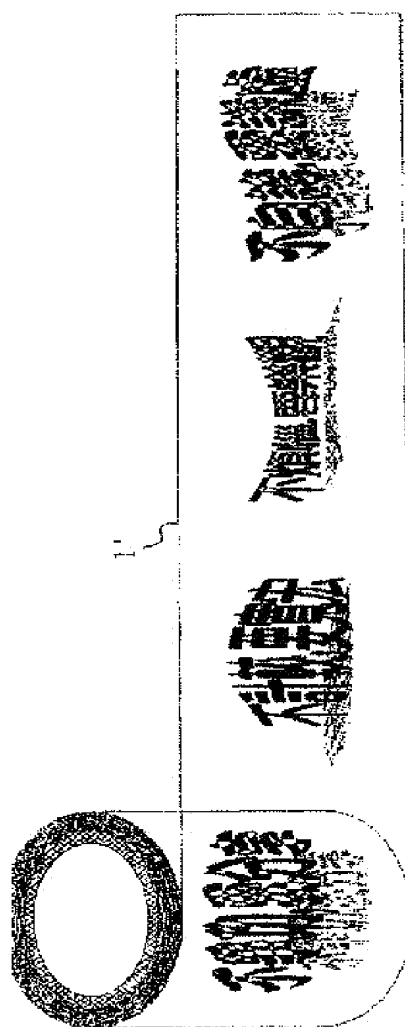


Figure 6.

[text:]

Don't fight, share Don't be petty, be generous Don't worry, be happy Don't brag, be humble

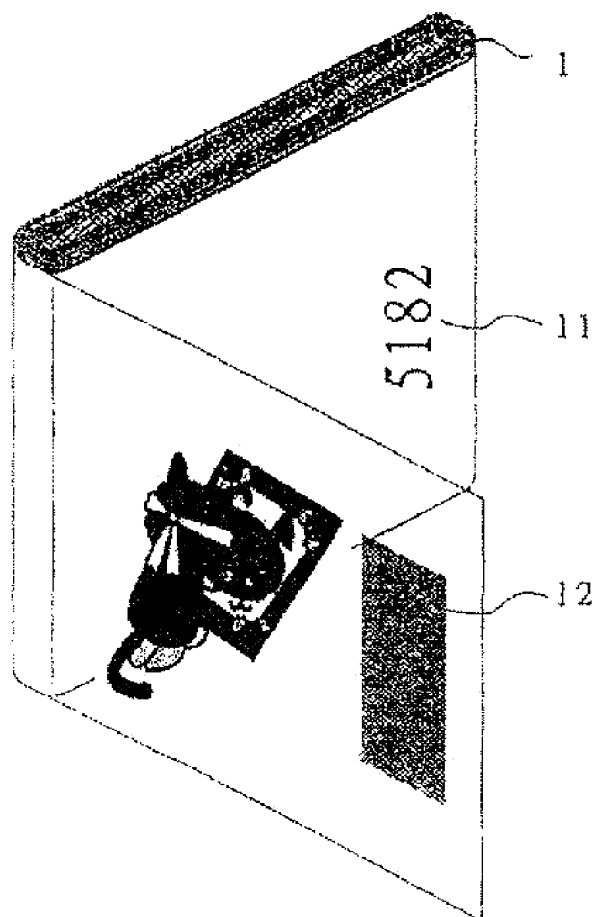


Figure 7.